

"STAYIN' ALIVE" \* "NEWHART" \* DON MARTIN \* SPY VS. SPY  
AND A HAPPY NEW YEAR FROM

No.  
245  
March  
1984

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# MAD

"Man is the only animal that blushes... or has reason to!"

—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS  
the usual gang of idiots

## DEPARTMENTS

<b>ANT-TICS DEPARTMENT</b>	
A MAD Look At Ants.....	40
<b>BERG'S-EYE VIEW DEPARTMENT</b>	
The Lighter Side Of.....	16
<b>B-S.A.T. DEPARTMENT</b>	
Will You Make A Good Athlete (A MAD Aptitude Test).....	15
<b>CURING A SPLITTING HEADACHE DEPARTMENT</b>	
MAD's Helpful Hints On Breaking Off With A Girl.....	30
<b>DON MARTIN DEPARTMENT</b>	
One Lucky Morning On Friday The 13th.....	11
One Insane Afternoon on Interstate 80.....	27
One Ridiculous Evening In The Jungle.....	42
<b>GENERATION SLAP DEPARTMENT</b>	
What Parents Think... And What Kids Think.....	12
<b>INN-SIPID TV DEPARTMENT</b>	
"Not-So-New-Hart" (A MAD TV Show Satire).....	43
<b>JOKE AND DAGGER DEPARTMENT</b>	
Spy Vs. Spy.....	21
<b>LETTERS DEPARTMENT</b>	
Random Samplings Of Reader Mail.....	2
<b>LOW TRAVOLTAGE DEPARTMENT</b>	
"Staying Awake" (A MAD Movie Satire).....	4
<b>MARGINAL THINKING DEPARTMENT</b>	
"Drawn-Out Dramas" By Aragones.....	**
<b>MARQUEE DE SADE DEPARTMENT</b>	
The 1984 M.G.M. Movie Theater Owners Supply Catalogue.....	37
<b>OUT OF THE FRYING PAN AND INTO THE IRE DEPARTMENT</b>	
We Won't Miss Them... Or Will We?.....	34
<b>PUNISHMENTAL IMAGES DEPARTMENT</b>	
Wishful Thinking.....	24
<b>RIGHTS TO WRONGS DEPARTMENT</b>	
Little-Known Patents... And The Patents' Holders.....	28
<b>SHOOT THE QUIRKS DEPARTMENT</b>	
What Is A Hang-Up?.....	22

\*\*Various Places Around The Magazine

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"STAYING  
AWAKE"  
(A MAD  
Movie  
Satire)  
Pg. 4



WHAT  
PARENTS  
THINK...  
AND WHAT  
KIDS THINK  
Pg. 12



A MAD  
SELECTION  
OF SOME  
WISHFUL  
THINKING  
Pg. 24



SOME  
PATENTS—  
AND THE  
PATENTS'  
HOLDERS  
Pg. 28



WE WON'T  
MISS  
THEM...  
OR WILL  
WE?  
Pg. 34



"NOT-SO-  
NEW-HART"  
(A MAD  
TV Show  
Satire)  
Pg. 43







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# LETTERS DEPT.



## "STUPORMAN ZZZ"

Your satire of "Superman III" sent me  
soaring into slumber. Thanks, MAD, I  
needed the extra sleep.

Sam Pratt  
West Stockbridge, MA

I've always enjoyed your magazine's  
humor. I'm as sick-minded as you. I always  
wanted to be a part of your team. I've had a  
chance having appeared in Superman I, II  
and III, playing the character "Jimmy  
Olsen." It was truly rewarding seeing a little  
attention paid to "JO." It's about time! See  
you in "Supergirl!"

Marc McClure  
The QE II

## RETURN OF MAD ESP

Once again, everything has transpired as  
you have foreseen. Take a look at your "Star  
Wars Log" in MAD #230, page 38. You had  
"Return Of The Jedi" down pat before it was  
in the can.

"We learn more about Luke's ancestry" in  
this film... "Luke returns from a space  
voyage to the planet" where he lived as a  
boy... after having been "snatched" for his  
own protection... "he discovers the true  
identity of his father"... and he rescues  
"Chewbacca from midjet aliens."

You even have an illustration of Luke  
swinging on a vine, just like in Jedi. But  
seriously, don't you think you ought to give  
Lucas back his "top secret master plan"? He  
obviously needs it.

Irene Stubbs  
Jamaica Estates, NY

## A LOT OF GUM-PTION

I recently asked my father, who is a den-  
tist, if he could fix Alfred's tooth problem.  
He said that he would be glad to pull the rest  
for free.

James Burnett  
Cedar Hill, TX

## TRICK NO TREAT

The MAD answer to the same old ques-  
tion that comes up every Halloween—Will  
the candy supply hold out until the little  
fiends stop descending upon our house?!

Tim Isaacson  
Oak Park, IL

## YET ANOTHER ALFRED LOOK-ALIKE

We're seventh grade pupils in Kempton  
Park, South Africa. In our class we are very  
fortunate to have MAD's Alfred E. Neu-  
man in person. (Or shall we say, very near to  
it.) His name is Jurie Kasselmann, the clever-  
est and maddest pupil in the school!

Srd. 5 v.H.  
Republic of South Africa



Alfred E. Neuman

## TELLING IT LIKE IT IS

I can't believe you missed this one while  
putting together your "Amending The Rule  
Book To Cover Sportscasters":

EXCESSIVE INTERJECTION OF  
IRRELEVANT FELICITATIONS  
Rule 23, Paragraph 24

Announcers are hereby prohibited from  
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ple known to less than .05% of the viewing  
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liver cakes and/or flowers to ALL individ-  
uals mentioned on the air.

## SUB-CLAUSE I:

Additional sanctions may be imposed if  
more than 92% of those named belong to a  
single ethnic group.

Karen Woytowich  
Staten Island, NY

Holy Cow! How could we forget that one?!  
—Ed.

## BIBLE BELTS

I was very disappointed in your article  
"The Book Of MAD" when you stated that  
there was very little humor in Biblical times.  
Wake up and smell the manna! God has a  
great sense of humor. He created us, didn't  
he?

Lorraine Y. Roddey  
Ben Lomond, CA

You're absolutely right! After all, wasn't it Lot  
who first said, "Take my wife, please!"?—Ed.



The Waste Of A Good Pumpkin



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William M. Gaines, Publisher.

#### DEAD LETTER DEPT.

Your October issue of MAD had several articles about Postal employees which made them look like idiots. As a Postal employee for twenty-eight years I have tried to do the job I was hired to do. Yes, we make mistakes. So do you. But you are not held up in the limelight like Postal employees are. I notice you use our services. If they are so bad, why don't you get someone else to deliver for you?

Dee Heilmann  
Vidor, TX

The above letter is an excellent example of "junk mail"—Ed.

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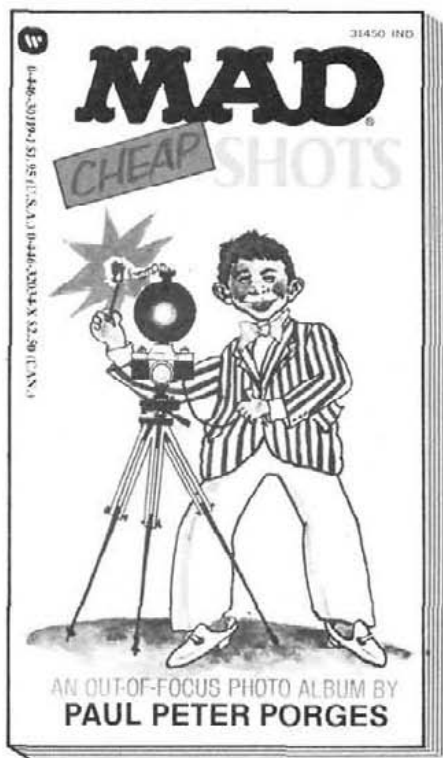
ALSO PLEASE SEND ME THESE OTHER MAD PAPERBACK BOOKS I'VE CHECKED BELOW:

- |   |  |  |
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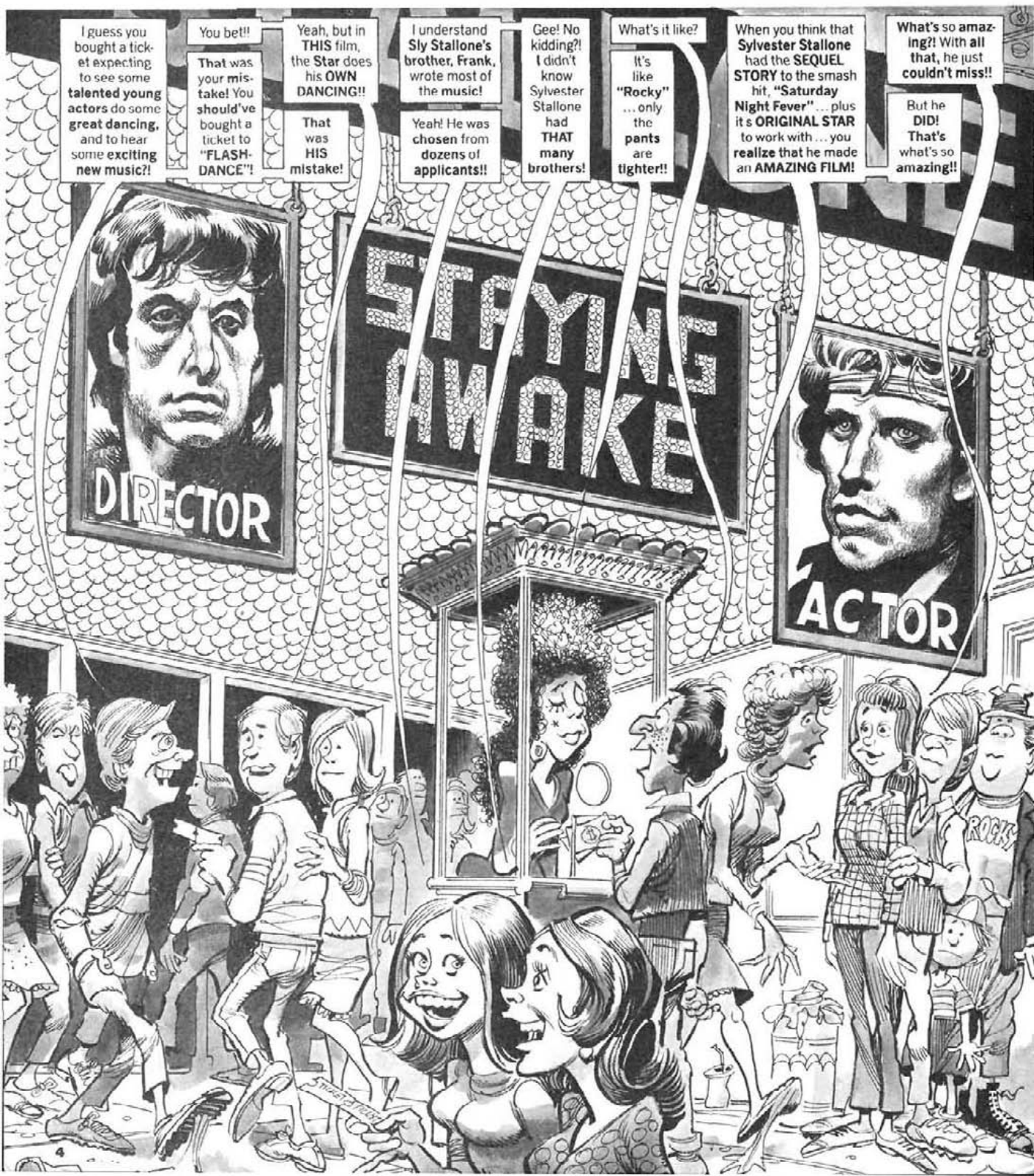
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It took six long years to make the sequel to "Saturday Night Fever." Obviously, they had some difficulty bringing this sequel to the screen. Well, the difficulty doesn't stop there! When you see this movie, you're gonna have even more difficulty, just ...



I guess you bought a ticket expecting to see some talented young actors do some great dancing, and to hear some exciting new music?!

You bet!! That was your mistake! You should've bought a ticket to "FLASH-DANCE"!!

Yeah, but in THIS film, the Star does his OWN DANCING!! That was HIS mistake!

I understand Sly Stallone's brother, Frank, wrote most of the music! Yeah! He was chosen from dozens of applicants!!

Gee! No kidding? I didn't know Sylvester Stallone had THAT many brothers!

What's it like? It's like "Rocky" ... only the pants are tighter!!

When you think that Sylvester Stallone had the SEQUEL STORY to the smash hit, "Saturday Night Fever" ... plus it's ORIGINAL STAR to work with ... you realize that he made an AMAZING FILM!

What's so amazing? With all that, he just couldn't miss!! But he DID! That's what's so amazing!!

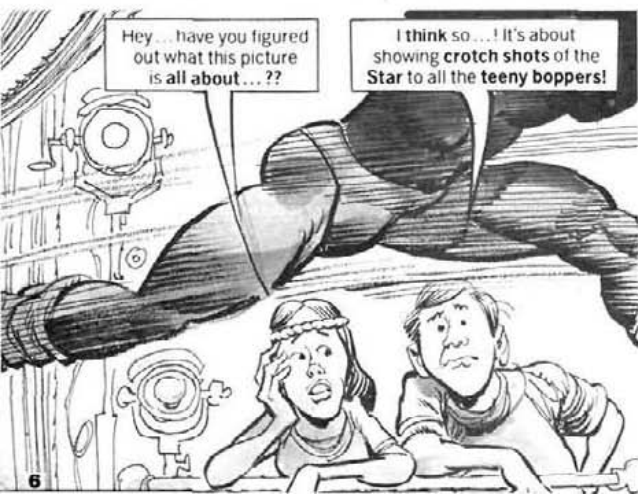


# STAYING AWAKE



ARTIST: JACK DAVIS WRITER: STAN HART









Hello?!? Listen, I got a **JOB!!** A job in de **CHORUS LINE** of a **BROADWAY SHOW!!**

That's very nice! I'm so glad! Uh—by the way... **who IS this?**

You kiddin' me?! It's **Tony Manuro**, your **SON**... f'r Pete's sakell

Oh, **YOU!!**

Hey... If ya didn't know who dis **WAS**, why was you so **HAPPY?!?**

Because it's so nice to hear that **ANYONE** is working these days under **Reaganomics!**

Hey, listen, Jerkie... I **don't** like de way dat goofball looks at ya all de time!

You've got no right to talk! Don't you look at that English girl like that all the time!?

Not always!

Oh?!? When don't you?!?

When we're **MAKIN' LOVE!!** Den... we turn out de lights!

Come to think of it, a **Donkey** is a **LOT SMARTER!**



Look, Tony, stop hanging around! It's **ALL OVER** between us!

But... what happened??

Get wise!! I **USED YOU!** In this world, **everyone** uses **every-one** else!

Now, if you'll pardon us, my date and I have some heavy love-making to do!

Well... if **everyone** uses **everyone** else, I'm gonna use **YOU!**

...And what exactly does **THAT** mean??

I'm comin' up to watch!!



Now the name of this musical is **"Satan's Valley"!** It's a journey through **Hell!!**

Especially for the audience!!

Okay, Manuro! Let's see what you can do...!

Seeing all these close-ups of his face while he's dancing is a bore!!

It could be a lot worse!! They could be close-ups of his **FEET!!**



I'm invited t' dis fancy party... an' I got nuthin' t' wear except my old white suit! What do you think...?

That it still **FITS** you is nothing short of a miracle!

Why's dat...?

Cause **everyone** knows you put on at least **ten pounds of muscle** since you wore it six years ago! It was in all the magazines!!

Hey, Lorry! Whaddya think of my suit?

I think it's just fine, Tony—

—if you happen to be in a **Life Insurance Commercial!**

Come with us... You mean I won't be able to see the end of this fantastic movie?!

That's right...! You see?! **Death** isn't **ALL** bad!



We're **THROUGH** being **lovers**!! You've double-crossed me for the **last time**! You **deserve** that **bitch**, Lorry!!

Aw, Jerkie... gimme a **break**!!

**NO WAY!!** Not only do you **SLEEP** with her... but you **wore your WHITE SUIT** for her? **That's TOO MUCH!!**

Aw, c'mon...!

The only white suit I've ever seen you in is your **underwear**! And you're such a **slob**, that turned **gray** months ago! I'm not going to be a **second choice** in your life, Tony Manuro!!

How about a **third choice**?

I'll think about it!!



Here, Mom! Jus' t' show you I'm not a **rotten kid** any more, I bought you a **\$25 ticket** to our show's **Opening Night**!!

I thought a ticket to a **Broadway Musical** costs **\$50** these days!

Well, yeah! But for **\$25**, you're allowed into de **lobby**... and a guy in "Standing Room" yells out what's going on!

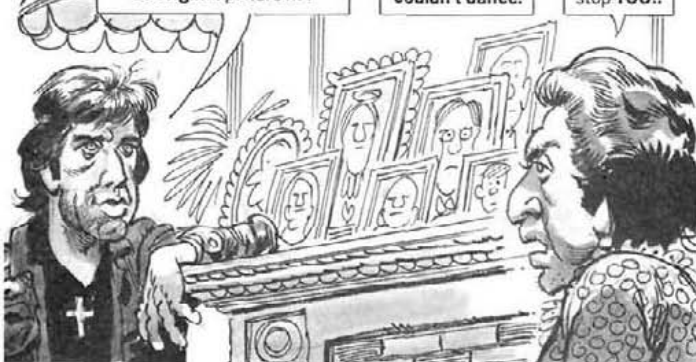


Le'me ask you somethin'! Whatever happened to my construction worker **Fadder**, my ex-priest **older Brudder**, my little **Sister** and my old **Grandmudder** who were so important in de **original picture**...?

Gee, I don't know! But I **DID** notice that it's been a little quiet around here for the past six years! Hey, **maybe** they all ran off and became **dancers**!!

Impossible! Dey couldn't dance!

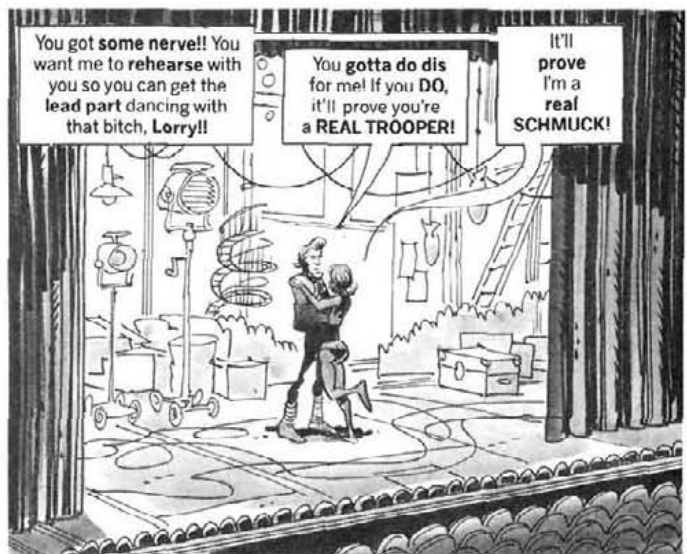
That didn't stop **YOU**!!



You got some **nerve**!! You want me to **rehearse** with you so you can get the **lead part** dancing with that **bitch**, Lorry!!

You gotta do dis for me! If you **DO**, it'll prove you're a **REAL TROOPER**!

It'll prove I'm a **real SCHMUCK**!



Ya know, we dance **real great** togedder, Jerkie!

We'd dance even better if we had **music**!

Nahhh! Music throws off my **rhythm**!

Listen, Jackie, how's about us gettin' back togedder?

You'll just make me **mis-erable** again!

No, I won't I've really **changed**!

You'd have to change an **awful** lot to convince me...!

Is **DIS** enough of a change for you?

Hmm! So what's a nice **Jewish boy** like you doing in a **chorus line**... instead of being in something like **Dentistry**... or **Accounting**??



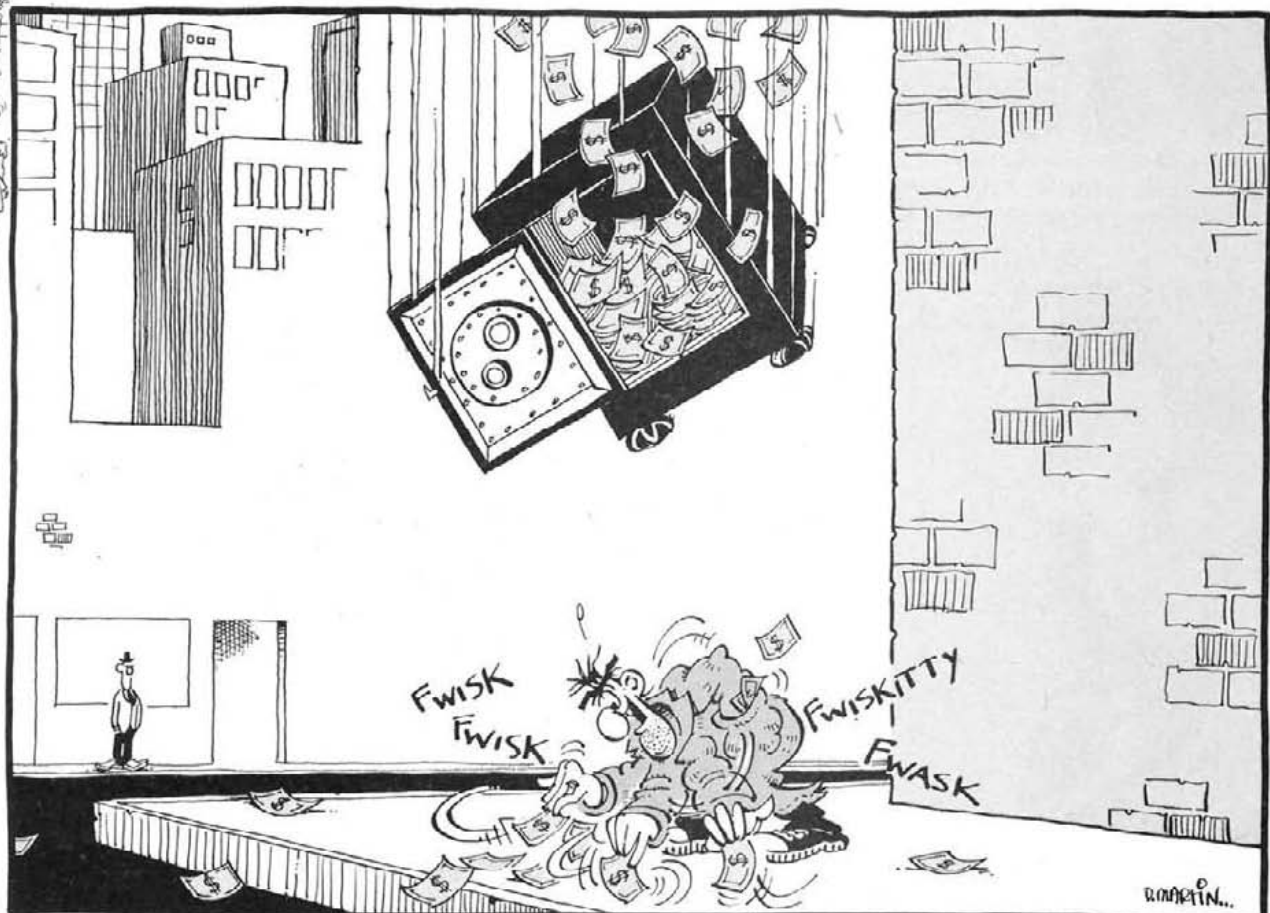








# ONE LUCKY MORNING ON FRIDAY THE 13TH



There hasn't been much talk lately about the "Generation Gap"...but it definitely still exists. It's just that it's grown so wide that kids and their parents can no longer communicate about anything, including the "Generation Gap." MAD thinks this

# WHAT PARENTS THINK...

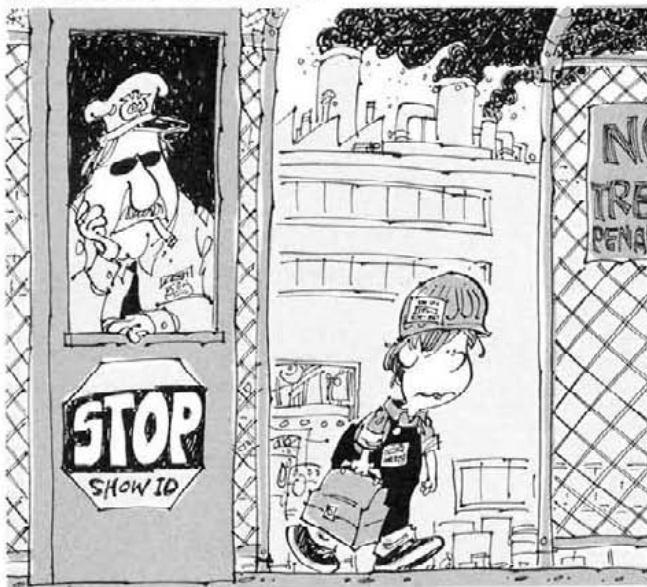
ARTIST: PAUL COKER

## PARENTS THINK...



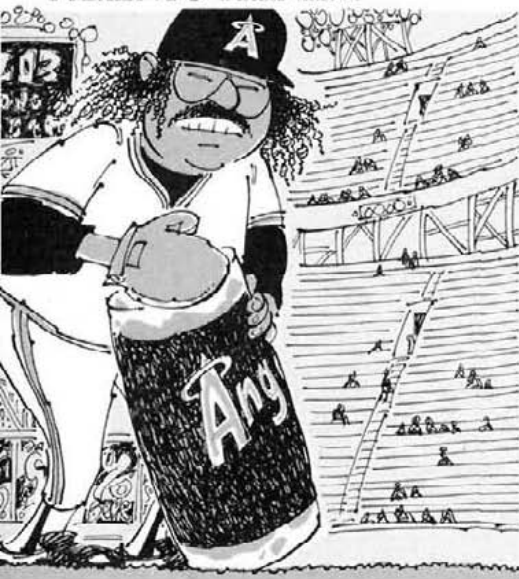
...that a \$400 bicycle that shifts into 15 different gears is a waste of money, but a \$4000 home computer that remembers your grocery list is a wise investment.

## PARENTS THINK...



...that the driver's license age should be raised to 25, and the work permit age should be lowered to 10, thereby giving a kid 15 years to earn his own money to buy a car.

## PARENTS THINK...



...that Reggae is a famous ex-Yankee out-  
12 fielder who plays for the California Angels.

## PARENTS THINK...



...that a kid who desperately needs transportation for a big date can make do with Mom's Ford station wagon just as well as with Dad's 280ZX...



is sad, because each generation has wisdom that it could share with the other if one only knew what the other was talking about. MAD also thinks it may be possible to break down this wall of conflicting attitudes and confusing terms by examining:

# AND...WHAT KIDS THINK

WRITER: TOM KOCH

## KIDS THINK...



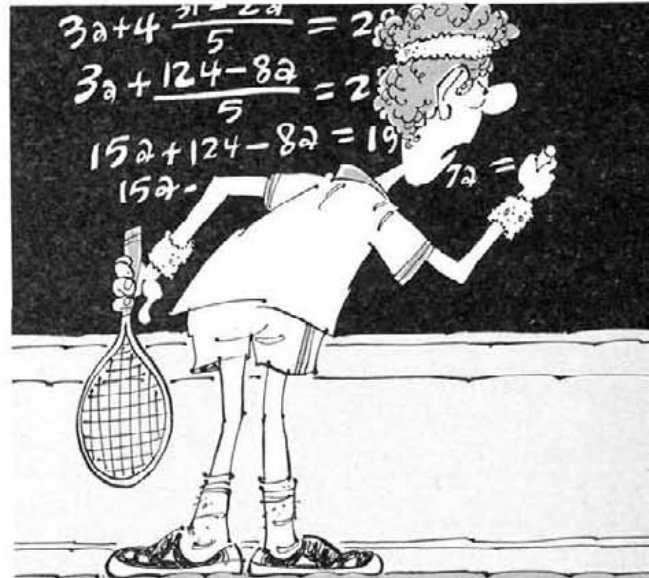
...that merely reading the textbook is not adequate homework for Sex Education, and that doing independent extra study is necessary to understand and appreciate the course.

## KIDS THINK...



...that just because you have energy to swing a tennis racket doesn't mean you're in shape to push a lawn mower.

## KIDS THINK...



...that you shouldn't have to pass Freshman Algebra because you obviously won't ever need it once you join the Pro Tennis tour and start to make those big bucks.

## KIDS THINK...



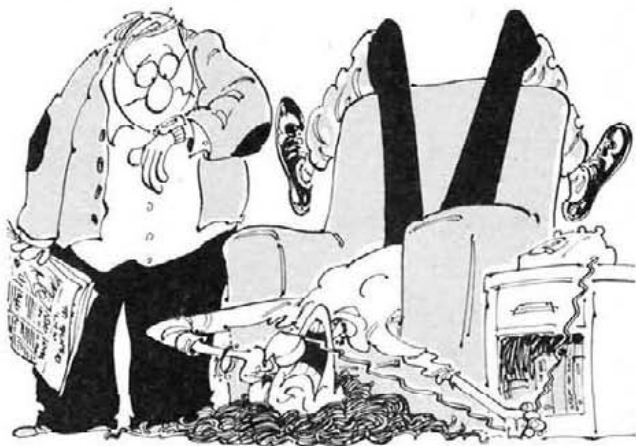
...that it's okay to attend church wearing a sweat shirt decorated with a beer advertisement or a snappy quotation. 13

## PARENTS THINK...



...that Fleetwood Mac is either a Cadillac shaped like a burger, or a burger shaped like a Cadillac.

## KIDS THINK...



...that a phone call can easily last over an hour, even if you're talking to someone you just spent the whole day with.

## PARENTS THINK...



...that punk rock is a hard substance you burn on the front porch on summer evenings to keep mosquitoes away.

## KIDS THINK...



...that choosing a good college to attend means picking your favorite school among the Top Twenty in the AP Football Poll.

## PARENTS THINK...



...that the only people you can trust are uniformed policemen, ordained clergymen, and TV's Phil Donahue.

## KIDS THINK...



...that the only people they can trust are tattooed bikers, full-time surfers and rock musicians who dye their hair green.



Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the third in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

# MAD'S APTITUDE TEST NUMBER THREE WILL YOU MAKE A GOOD ATHLETE?

1. Fill in the blank in this sentence: As a pro athlete, you should never become so successful that you forget the \_\_\_\_\_ who made it all possible.

A. agent  
B. tax accountant  
C. investment advisor  
D. All of the above.

2. As a pro, you are swell-headed, alienate your teammates and are the center of controversy. What does this kind of behavior get you?

A. More newspaper coverage than you ever dreamed of.  
B. An automatic interview on nationwide TV by Howard Cosell.  
C. Praise from the team owner, who knows that controversy improves the game.  
D. All of the above.



You can tell by the expression on this baseball player's face that:

- A. He's just been turned down for a Miller Beer commercial.  
B. He's just been traded to the Blue Jays.  
C. His wife just learned how he spends his nights on the road.  
D. Any of the above.
4. To quote a famous coach, "Winning isn't everything, it's \_\_\_\_\_ the extra \$20,000 you get for

post-season play.

B. how you renegotiate your contract.  
C. your name on a candy bar.  
D. All of the above.

5. At contract time, the relationship between a pro athlete and his club's front office can be compared to:

A. Israel and the Arabs.  
B. Luke Skywalker and the Empire.  
C. Boss Hogg and the Duke Boys.  
D. Any of the above.

6. The expression "playing hurt" means:

A. It's a big game and the exposure you'll get will more than compensate for the pain.  
B. You healed weeks ago, but you're still faking your injury so the coach will praise you in the press for having guts.  
C. The team doctor has you on so many pain-killers and uppers that you're oblivious to your pain, your injuries, everything.  
D. Any of the above.



This tight end is screaming that the referee made a bad call. Why?

A. He wants to prove to his agent that he can act well enough to get a movie role.  
B. He's on nationwide TV.  
C. The stock he invested in just plummeted and he's got to scream at someone.  
D. Any of the above.

8.



To quote another famous coach, "It isn't that you won or lost, but \_\_\_\_\_"

- A. how many times your photo gets in Sports Illustrated.  
B. what you pull down as a free agent.  
C. how you do with your tax shelters.  
D. All of the above.
9. You're a baseball player and you end the season hitting over .300. This means that:
- A. Whatever you're making, you're underpaid.  
B. Whatever raise the owner offers, it's not enough.  
C. Whatever you settle on, the publicity will be tremendous.  
D. All of the above.
10. There is a special quality among pro athletes called "hustle." What does "hustle" mean to you?
- A. Pushing for annual cost-of-living increases in your contract.  
B. Making friends with a rich fan who's a Wall Street insider and can give you tips.  
C. Getting out to the stadium early so you can be picked for a pre-game TV interview.  
D. All of the above.

## SCORING

If you answered "D" to all the questions, you have the ability to make a good Pro Athlete.

## VINTAGE WINES

...and we'd like a nice bottle of **Bordeaux**! Can you suggest a **good** year?

1978 was a marvelous... absolutely stupendous year!

Really...?! I've heard that 1978 wasn't that good!

Are you kidding?!

That was the year I got my **DIVORCE**!!



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## ANNOYING PETS

YIPE!

Will you call off your darn dog?!

Don't be frightened! His bark is worse than his bite!!

That may be ...

... but it's his **BREATH** I can't stand!!





## WINNING A BET



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## DINNER GUESTS



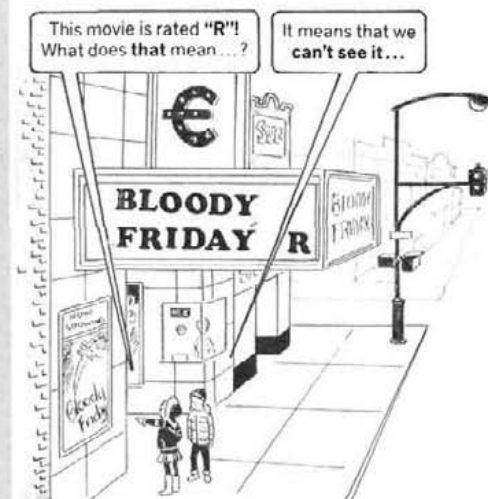
## NEWS BROADCASTS



## BEING SUCCESSFUL



## SEEING A MOVIE



## BEING AN ONLY CHILD

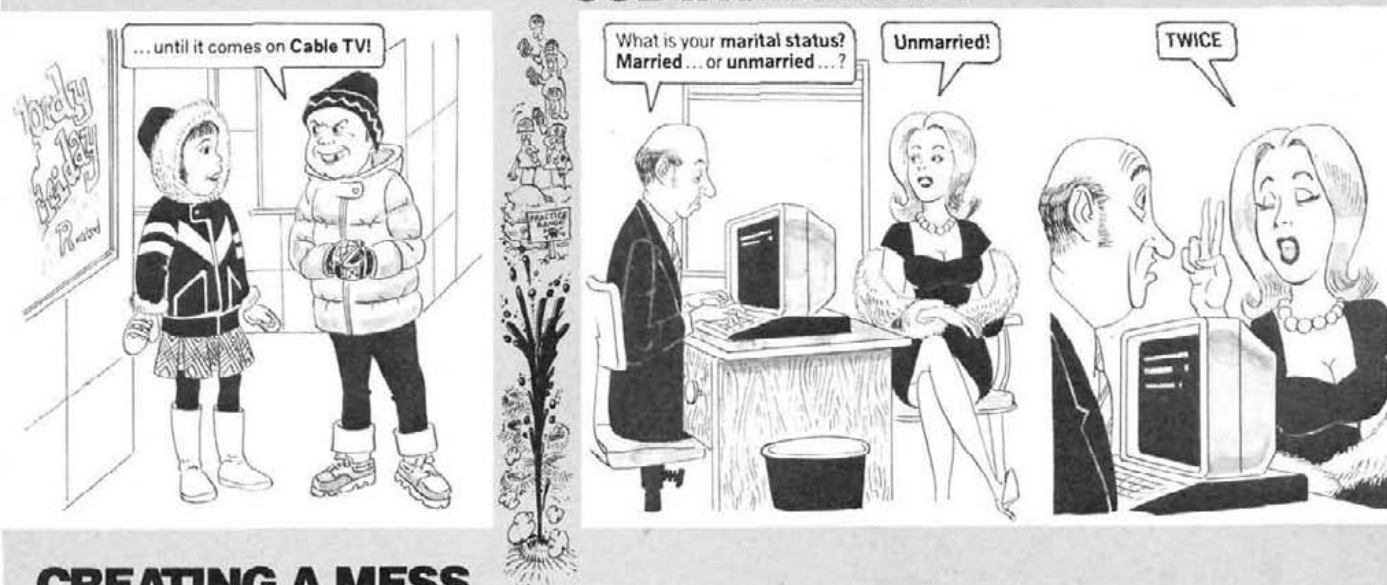




## PROBLEM EATERS



## JOB INTERVIEWS



## CREATING A MESS



## GOING TO A PSYCHIATRIST



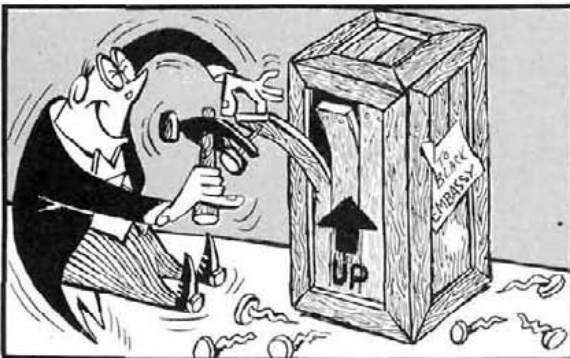
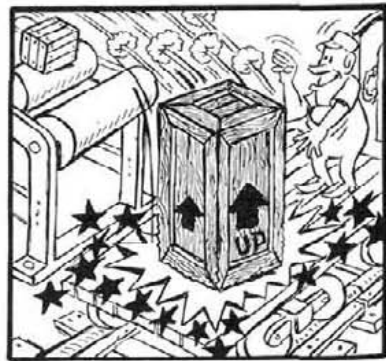
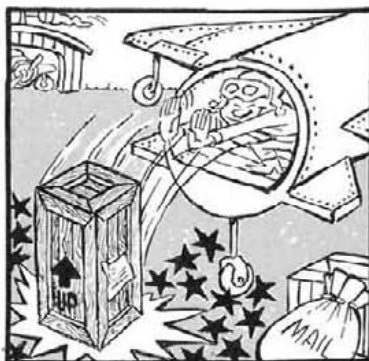
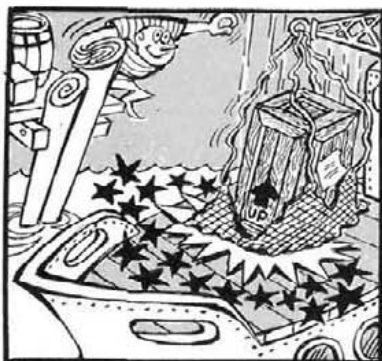
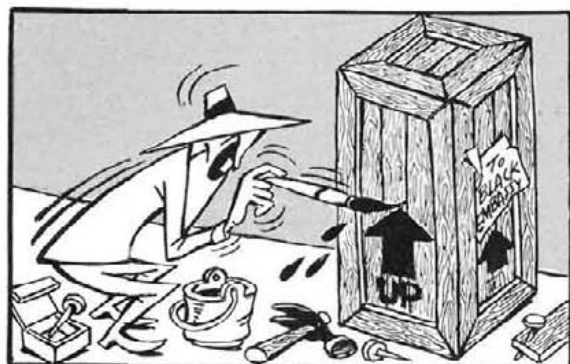
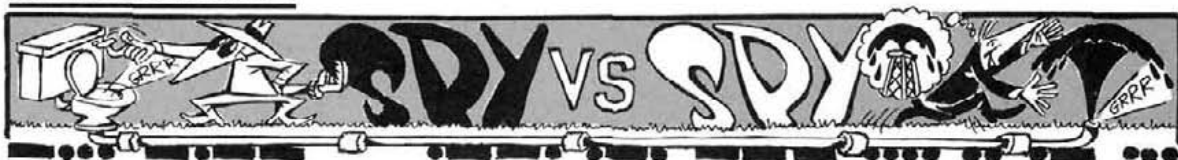
## LEARNING TO TELL TIME



## ARRIVING AT A COMPROMISE







## WHAT IS A

ARTIST: SERGIO ARAGONES

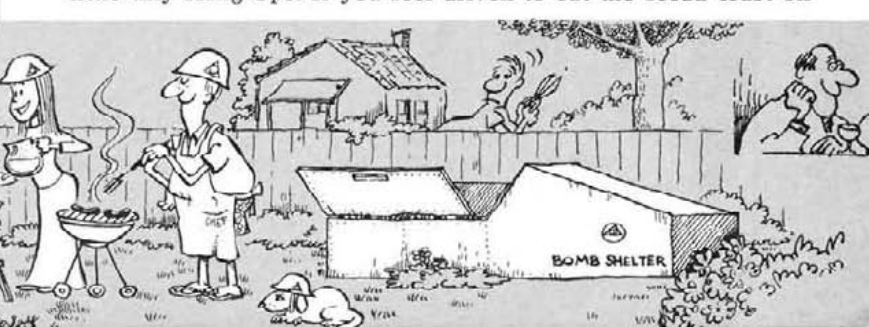
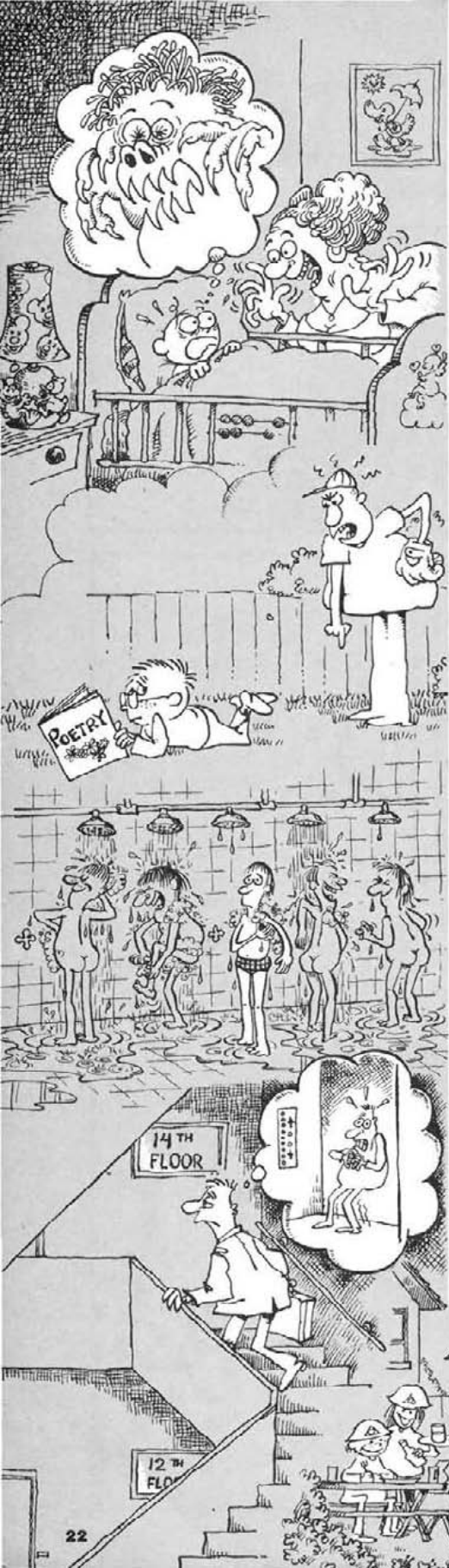
**B**ETWEEN THE TIME you initially conquer your fear of roller skates and the time you ultimately surrender to your fear of roller coasters, you are certain to run head-on into a whole series of psychological barriers known as Hang-Ups. "Hang-Up" is a fairly new popular term that describes a very old unpopular feeling in the pit of the stomach. It has quickly become part of our language because it is much easier to say someone has a Hang-Up than it is to say he's a lily-livered, yellow-bellied, chicken-hearted, gutless mass of quivering human jelly.

**H**ANG-UPS ARE most frequently induced by unhappy childhood experiences. This is why people who survived the Titanic disaster at an early age often have a Hang-Up about the icebergs that form in their swimming pools. And people born in Minnesota in February often have a Hang-Up about doctors with cold hands. And people who grew up being tormented by the scary threats of older brothers and sisters often have a Hang-Up about being kidnaped by Gypsies, or being bitten by vampires, or being thrown into a closet full of spiders, or being put up for adoption by their parents.

**A** PERSON WITH A HANG-UP is easy to spot in any crowd. He's the one who always wears a surgical mask on dates to drive-in movies so he won't be exposed to mononucleosis. He's the one who always faints at the poultry store because he can't stand the sight of raw chicken giblets. He's the one who always holds a transistor radio to his ear so he won't hear the question you're asking because he's sure he'd give you a stupid answer. And he's the one who always crosses intersections on the "DON'T WALK" light because he has a Hang-Up about authority figures who try to tell him what to do.

**I**N ALL CASES, those sad, sorrowful, stricken souls cursed with Hang-Ups can be counted on to behave in their own unique way. Who else would settle for a lifetime career of addressing envelopes at home, rather than run the risk of someday having to use a strange bathroom? Who else would always break into such a cold sweat during final exams that the perspiration invariably drips down and smears his crib notes? And who else would use his influence to wangle a 20-year prison sentence just so won't have to spend any more scary nights at home alone?

**S**TRANGELY ENOUGH, it is always those with great big Hang-Ups of their own who are the first to call attention to your little tiny Hang-Ups. If you feel driven to cut the bread crust off



# HANG-UP?

WRITER: TOM KOCH

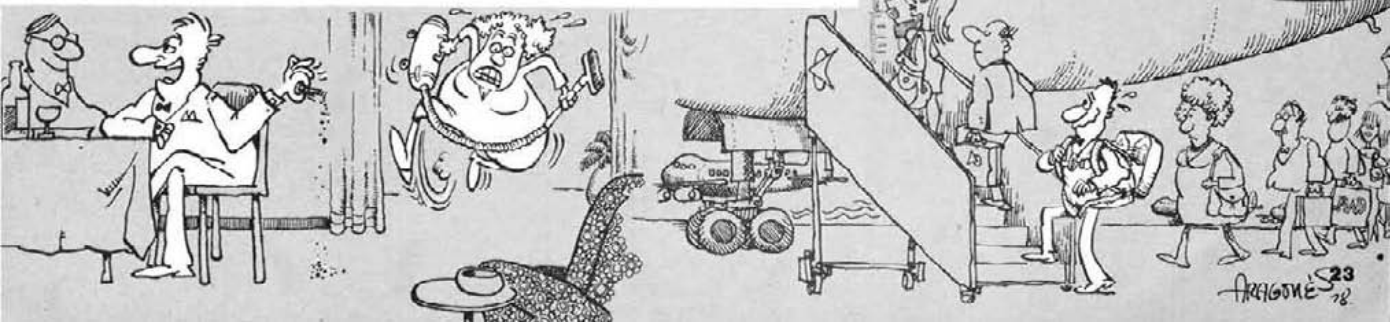
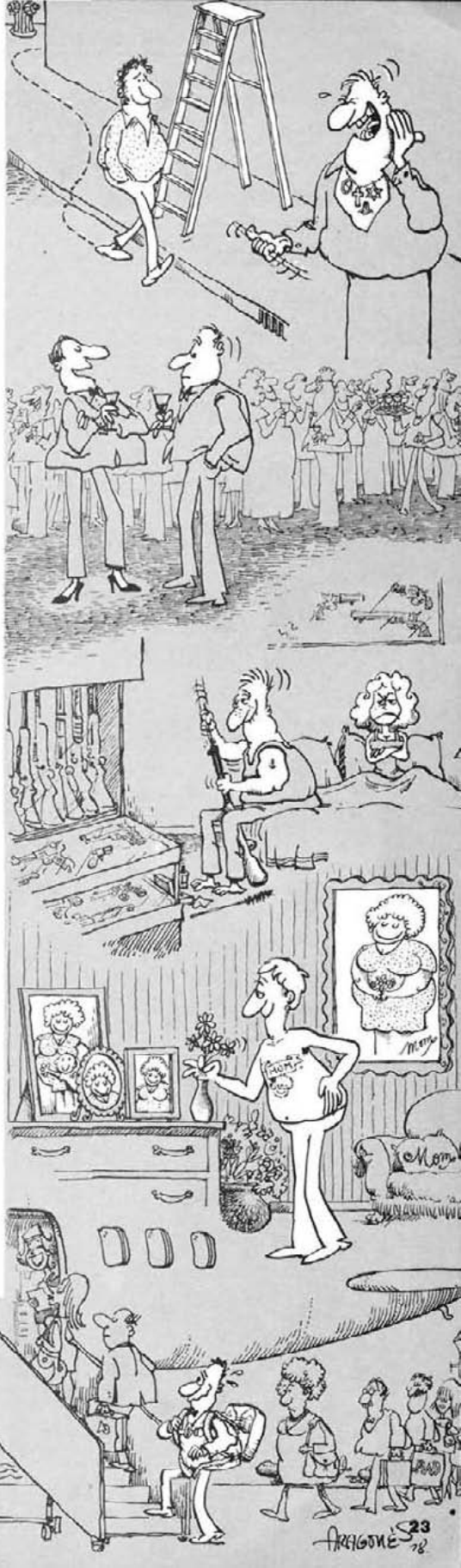
your sandwich, you can bet that it will be noticed by your weird aunt who eats nothing but boiled figs and yeast tablets. If you can't muster courage to phone the Prom Queen for a date, it's a cinch that the only one to laugh will be your cousin who has stayed in his room with the drapes closed since 1962. And if you're afraid to fly across the country in an airplane, you can expect to have your Hang-Up fully analyzed by the only person you know who's afraid to ride to the second floor in an elevator.

**S**TILL, IT WOULD BE WRONG to dismiss even the most frazzled Hang-Up Sufferer as just another Neurotic Bomb looking for a place to fizzle out. Beneath his loose outer wrapping of twitches and shakes, he often harbors many fine qualities. He is Warm Comradeship refusing to shake hands, Jovial Hospitality crouching behind a double-locked door, Adventurous Courage tooling around on a mini-bike with training wheels, Mature Judgment phoning his psychiatrist for advice, and Tomorrow's Leader trying to stride boldly into the future despite his Hang-Up about stepping on cracks in the sidewalk.

**T**HOUGH HANG-UPS are a lifetime affliction for many, they can often be conquered if one follows the inspiring examples of recovery that are all around us. Who would not be lifted by the thought that Joey Bishop overcame a neurotic fear of boring people stiff? Who could fail to take hope from Howard Cosell's triumph over the absurd feeling that he might be an obnoxious blabbermouth? And who would not be heartened by the revelation that Richard Nixon surged forward despite a silly concern that people didn't love him enough? If those victims could straighten out their tangled lives, then there is hope for all.

**P**ERHAPS THE BEST WAY of all to conquer Hang-Ups is to start looking on the bright side of the things you fear most. You'll soon realize that even if you're on a ship that sinks, it may go down in a spot where the sharks are all vegetarians. Or even if you're trapped in the debris when an underground garage caves in, maybe the parking attendant will turn out to be an off-duty priest who can give you the last rites. Or even if the very worst happens, and the meanest bully on the beach laughs at your physique, and then kicks sand in your face, and then walks off with your girl, you can still triumph by calling out the familiar taunt that is guaranteed to shatter his masculinity:

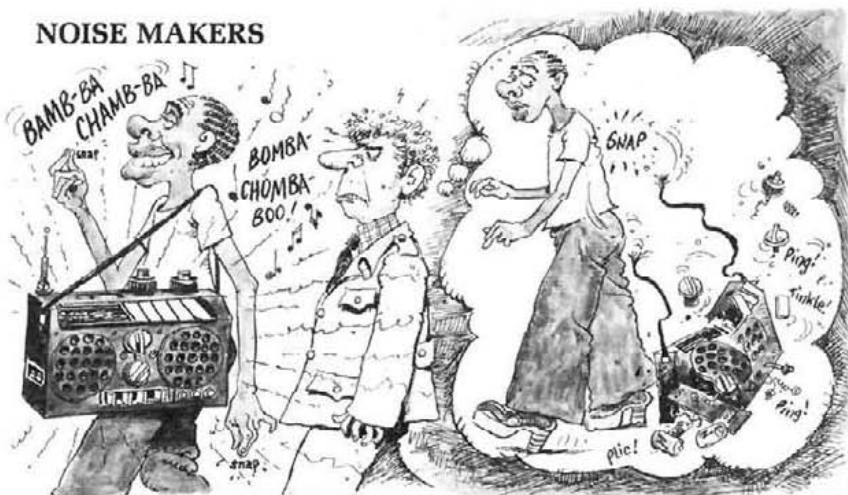
**"WHATSA MATTER, PAL? YOU GOT SOME KINDA HANG-UP?"**





# WISHFUL

NOISE MAKERS



TELEPHONE BOOTH HOGS



ARTIST: HARRY NORTH

PARTY SMART-ALECS



NOSE-IN-THE-AIR SNOBS



SMOKE POLLUTERS



UMBRELLA SHAKERS



# THINKING



WRITER: PAUL PETER PORGES

## MESSY EATERS



## SLOBBERING AUNTS



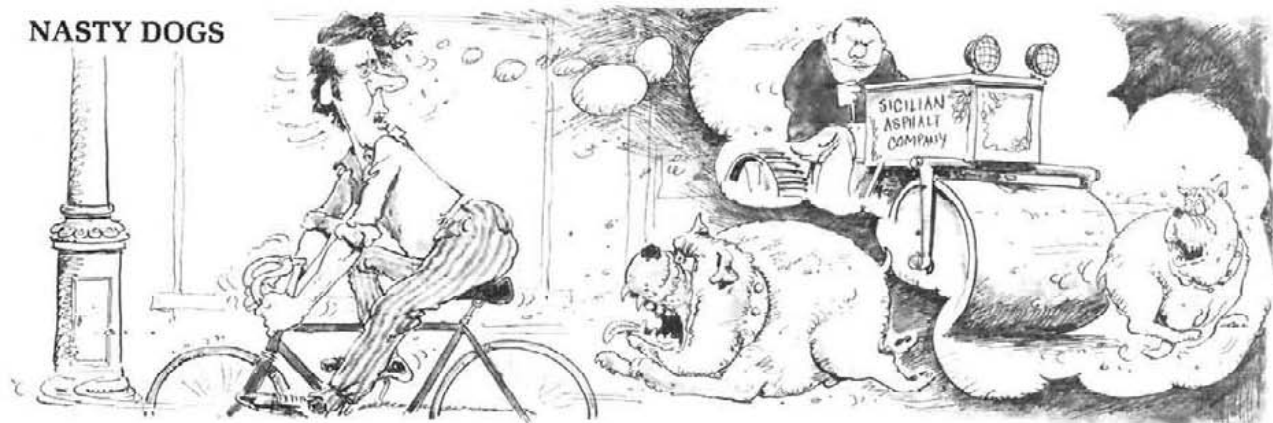
## PARK MASHERS



## CENTERLINE DRIVERS



## NASTY DOGS



## MOTORCYCLE BULLIES

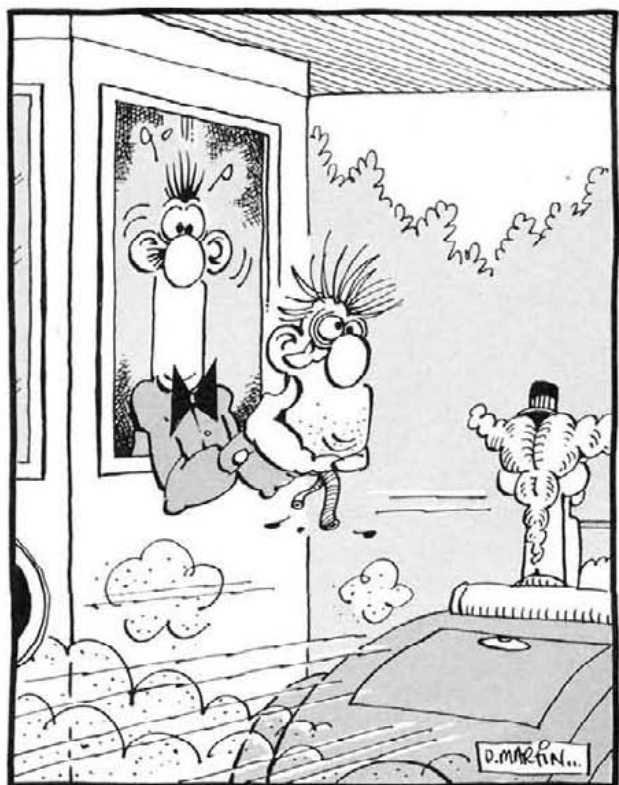


## SMELLY ROOM MATES





# ONE INSANE AFTERNOON ON INTERSTATE 80



Recently, while Alfred was at the U.S. Patent Office, researching a much-needed patent (toupees for bald eagles), he discovered something very odorous. He came

# LITTLE KNOWN

ARTIST: GEORGE WOODBRIDGE

PATENT #45367821

## BOTTLE-NECKED KETCHUP BOTTLE



A uniquely designed neck holds ketchup in bottle and prevents it from coming out, even when downward pressure is applied. Then, finally and unpredictably, it lets the contents of the bottle explode out, splattering everywhere.

PATENT HELD BY SPOTCO DRY CLEANERS SUPPLY CO.  
(A SECRET DIVISION OF THE HEINTZ KETCHUP CO.)

PATENT #26789345

## A "91-DAY"/"366-DAY" COMPUTER CHIP



Can be used as the "brain" of any complicated electronic or mechanical device, such as a TV set, a car, etc. Chip contains a built-in "random self-destruct" circuit which will only activate itself after the "90-day" or "1-Year Guarantee" period has passed. Then all hell breaks loose.

PATENT HELD BY THE COMPUTERIZED TIMED DESTRUCTION CO.  
(SUPPLIERS TO THE AUTOMOBILE AND APPLIANCE INDUSTRY)

PATENT #34777890

## AN APPLIANCE "SECRET RESET" BUTTON



An automatic "malfunction" device, which can easily be installed in any appliance by the repairman summoned for a first-time service call. Device causes appliance to stop working soon after. When repairman returns, all he has to do is push the "secret reset" button, and appliance will start operating perfectly again while he is in the home. Once he leaves, "malfunction" device takes over. Results in many \$25.00 service calls, with little work necessary.

PATENT HELD BY THE NATIONAL ASSOCIATION OF  
INDEPENDENT TV & APPLIANCE REPAIRMEN, INC.

PATENT #37889321

## A ONE-TIME-USE PACKING CARTON



An ideal carton for shipping small appliances, computers, typewriters, electronic equipment, etc. Foam inner liners protect contents from damage, but have been inserted into the carton under extreme pressure. When customer unpacks purchase, foam expands to normal shape and cannot be re-packed. Makes it impossible to return item "in original carton"—which is required for all exchanges or refunds.

PATENT HELD BY ONE-TIME-USE CARTON CORPORATION, INC.  
(SUPPLIERS TO THE APPLIANCE AND ELECTRONICS INDUSTRY)

**WRITER: DICK DE BARTOLO**

## A PRE-STRESSED SHOPPING BAG



PATENT HELD BY U.S. GLASS BOTTLE MAKERS ASS'N.  
(ASSIGNED TO SUPERMARKET BAG SUPPLIERS, INC.)

## AN ERRATIC-BEHAVING SODA MACHINE



PATENT HELD BY GLITCH SODA DISPENSING MACHINES, INC.  
(SUPPLIERS TO THE COIN-OP VENDING MACHINE INDUSTRY)

## AN AUTOMATIC SOCK-LOSING DRYER



PATENT HELD BY APEX COIN OPERATED DRYERS, INC.  
A DIVISION OF AMALGAMATED SOCK MANUFACTURERS

## A SLOWLY-DISSOLVING PUTTY-LINER



PATENT HELD BY NATIONAL DISSOLVING PUTTY CORP.  
LICENSED TO ALL MAJOR U.S. AUTOMOBILE MAKERS



As you tear down the road of life in your everlasting pursuit of happiness, what would you say is the most difficult goal to achieve? Finding the right girl, huh? Wrong!! There's one thing tougher than finding the right girl, and that's getting



That's what could happen to you unless you know how to handle things properly! Which brings us to the main reason we're running this dumb article. Mainly—your life could be saved if you merely follow...

CURING A SPLITTING HEADACHE DEPT.

# MAD'S HEL BREAKING

ARTIST: JACK RICKARD

**THE SITUATION:** You meet another girl who's more interesting, and you want to break off with the old one... **THE**



rid of her! It's not as simple as it seems! F'rinstance, let's assume you're no longer interested in the girl you're going with, and you want to break it off. Here's what could happen if you commit the unpardonable sin of telling the truth:



# PFUL HINTS ON UP WITH A GIRL

WRITER: LARRY SIEGEL

**WAY TO HANDLE IT:** Make the old girl think that *she's* breaking off with *you*!



# THE SITUATION: You expected a little fun and a few laughs, but now the relationship is getting too serious... THE



# THE SITUATION: She's getting much too possessive, and it's time now to turn out the lights on the whole thing... THE



# THE SITUATION: Your relationship has about as much fizz as an open bottle of Dr. Pepper and you want out... THE





# WAY TO HANDLE IT: Scare the hell out of her!



# WAY TO HANDLE IT: Give her a taste of her own medicine!



# WAY TO HANDLE IT: Drive her bananas with your jealousy!



OUT OF THE FRYING PAN AND INTO THE IRE DEPT.

# WE WON'T MISS TH

WE WON'T MISS THOSE  
ELEVATOR OPERATORS...OR WILL WE?!



WE WON'T MISS THOSE  
BANK TELLERS



WE WON'T MISS THOSE  
GYM INSTRUCTORS...OR WILL WE?!



WE WON'T MISS THOSE  
SALESLADIES



# EM...OR WILL WE?!?

WRITER AND ARTIST: PAUL PETER PORGES

...OR WILL WE?!?

WE WON'T MISS THOSE  
SWITCHBOARD OPERATORS ...OR WILL WE?!?

CASH-O-MATIC

YOUR CODE NUMBER  
IS INCORRECT—

YOUR CARD IS BE-  
ING DESTROYED—

CRUNCH

I three-nine-four-eight...! Hold on,  
please! Three-nine-four-eight...!  
Hold, please! Hi, Ethel. I'm back!

Hi! This is frax snt wimpleveep! We're  
sorry beer rotzaph home bite oww, but  
tiff goo leep nyor maim and number at  
the beep, veeble vetz glack to you—  
grrrrrrr snig blaxxxxxx vort BEEP!



WE WON'T MISS THOSE  
SHOE SHINE BOYS ...OR WILL WE?!?

Thank you for calling The Catalogue  
Shopper! Our "Return-For-Credit" De-  
partment is located in Santa Bacokta,  
Honduras! This is a recording...

Your shoes are done!

So are my socks!





# WE WON'T MISS THOSE HEADWAITERS ...OR WILL WE?!



# WE WON'T MISS THOSE TOLL COLLECTORS ...OR WILL WE?!



# WE WON'T MISS THOSE GAS STATION ATTENDANTS ...OR WILL WE?!



You probably think it's just a coincidence that every movie theater or drive-in you attend seems to be equally uncomfortable, poorly equipped and generally arranged to cheat you out of your last cent by one means or another. Well, we've discovered it's more than mere chance that turns every evening at the movies into a fight for survival. A secret catalogue has come into our hands which proves that we're routinely being subjected to systematic sadism and swindling by the theater operators who all buy their torture and pillage equipment from the same shady supply house. And so, in order to expose this devious operation, here is:

**MONETARILY GREEDY  
MERCHANTISERS, INC.**



**"SYMBOLIZING YOUR HATRED  
OF THE PUBLIC SINCE 1934"**

**PRESENTS**

**THE 1984 M.G.M.**

# **MOVIE THEATER OWNERS SUPPLY CATALOGUE**



**THIS M.G.M. PRODUCTION IS RELEASED TO MOTION PICTURE EXHIBITORS ONLY**  
**Absolutely No Orders Accepted From Movie-Goers Or Other Exploited Patsies**



**MISLEADING MARQUEE SIGNS** let you imply that big stars and hit movies are playing at your theater, without your actually saying so. Copyrighted wording has been approved by our unethical lawyers to let you legally show any clinker you choose while luring crowds with lavish but meaningless statements out front.

84556—"JOHN TRAVOLTA IS BETTER THAN EVER" SIGN ..... \$13.50

84557—"DON'T MISS ROBERT REDFORD'S LATEST" SIGN..... \$13.50

**BOTTLED POPCORN SMELL** can be easily pumped through theater air conditioning system to create big bucks for you by creating desperate hunger pangs among your patrons. Clever device operates all day on only a few pennies worth of electricity and a few teaspoons of melted butter. Also great in summertime for drowning out normal hot weather body smells of your raunchy customers.

87769—PHONY POPCORN SMELL DISPENSER ..... \$79.95

87770—PHONY POPCORN FOR USE IN DISPENSER ..... \$2.50



**ALL-PURPOSE SEXY LOBBY POSTERS.**

There is no law stating that scantily clad girls pictured out front must also appear in the movie that's playing inside. Use this legal loophole to let a bevy of cuties promote those awful "boy-and-his dog" films you're often forced to exhibit. Same poster works for all occasions until fans of dirty movies in your area finally wise up.

74492—X-RATED POSTERS FOR G-RATED MOVIES... \$7.95 EACH

**PREVIEWS OF NON-COMING ATTRACTIONS.** Why drive customers away with scenes from the awful movie you really plan to show next week when more people would come if they thought you were screening a blockbuster? These film clips from big hits will lure hundreds who are too dumb to notice that you always avoid lawsuits by running a "Programs Subject To Change Without Notice" notice at the end, which no one will notice.

87035—ULTRA-SNEAKY SNEAK PREVIEWS... \$35 EACH

87036—"PROGRAM SUBJECT TO CHANGE WITHOUT NOTICE" NOTICE... \$75

## COMING SOON!



**ELEVATED FOOT REST** keeps the Health Dept. out of your hair by keeping mice off your customers' feet. Lovely simulated brass railing stands a full six inches high to allow ample clearance for even the largest rodents to scamper around undetected. Let a few dollars wisely invested now prevent a costly shut-down for pest control work later on.

17996—"ANIMAL HOUSE" FOOT RAILING... \$19.50 PER YARD



**SALTY, SPICY "HOT DOG" SAUSAGES** boost refreshment stand sales by making double-size cold drinks an urgent necessity for your agonized customers. Deceptive sausages look like harmless American hot dogs, but are actually a pure salt pork and chili pepper combination made by diabolical Haitian sausage stuffers. Enjoy watching victims beg for your costliest cola to put out the fire.

50577—"TONSIL TOASTER" BRAND SAUSAGES... \$4.89 LB.



**ELECTRONIC GAMES** provide lobby diversion for patrons who tire of watching the crummy movies you exhibit. Even better for you, whistles and sirens on these game machines prevent those who enjoy crummy movies from hearing the dialogue, thus driving them into the lobby to pour their money into still more game machines. Order several and watch their popularity multiply.

60791—BLEEPITY-BLEEPING ELECTRONIC GAMES..... \$695

**BOOST PROFITS WITH BROKEN SEATS!** These rump busting dandies end all danger of patrons getting comfy enough to sit through two shows for the price of one while others wait outside. Each seat has missing bolts or broken springs to guarantee quick departure, often before the picture has even begun. Individually broken by experienced vandals for your satisfaction.

51433—"TAIL TORTURE" BRAND SEATS ..... \$16 EACH







**DRIVE CUSTOMERS TO YOUR REFRESHMENT COUNTER** before the feature begins with wordy, boring slides announcing fire ordinances, theater behavior rules, refreshment stand offerings, etc.

- 44382—"5000 FINE FOR SMOKING" ANNOUNCEMENT...\$9.88  
44383—"JAIL TERM FOR DISTURBING OTHERS" ANNOUNCEMENT...\$9.88  
44384—"BUY POPCORN OR ELSE" ANNOUNCEMENT...\$9.95

ARGCH EIFODZA SKROVNYA POTRZERIE AXLOTL UN CADRUN MOXIE FLADAPP KVITZENHÄNDER STUNP

**BY ORDER OF THE FIRE DEPT.**



**ANCIENT CANDY BARS** were recently discovered by our buyers in rusty vending machines left behind on South Pacific islands after World War II. Ingredients have nearly turned to stone, which explains why we are able to offer them at bargain prices. Still, they'll be eagerly sought in theater lobbies where long double features drive starving film buffs to desperation.

- HORRIBLE HERSHEY'S**.....\$12 GROSS  
**BARFY BUTTERFINGERS**.....\$12 GROSS  
**MOSSY MILKY WAYS**.....\$6 HALF-GROSS



**DRY CLEANERS OFTEN PAY REWARD MONEY** to enterprising refreshment stand operators who serve drinks in leaky paper cups. Faulty wax coating causes these cups to start dribbling only seconds after being filled while horrified patrons watch their best clothes become hideously spotted with soft drink stains. Talk to a cleaner in your area about bribing you to use these defective disaster creators.

- 53847—**FACTORY REJECT DRIBBLE CUPS**.....\$9.95 PER 1,000



**DON'T COUNT ON RANDOM THREADS** getting into your projector to make maddening squiggles jump across the screen. Louse up features the way big time exhibitors do with a second film that superimposes squiggles over any normal movie. Each reel provides ten minutes of thread lines jumping around in an insane pattern guaranteed to make patrons flee without demanding money back.

- 20298—**WIGGLY SQUIGGLE MOVIE FILM**....\$37.50 PER REEL

**PHONY DRINKING FOUNTAIN** does nothing but spritz compressed air into the faces of thirsty patrons. Lavishly designed in multi-colored plastic, yet it costs far less than real fountains that require expensive pipes for connection to a water supply. Watch your beverage sales zoom when you replace your present fountain with one of these throat parchers.

- 66281—**FOOLER COOLER FOUNTAIN**.....\$79.95  
66282—"PERPETUALLY OUT OF ORDER" SIGN FOR ABOVE.....\$1.49



**UNDESIRABLE FURNISHINGS** prevent teen-agers and other weirdos from loafing around in your lounge after they've already seen the picture. Complete set of gosh awful stuff includes one fake fireplace, two cold, hard marble benches, one depressing lamp and one library table equipped with three ragged copies of the May, 1964, issue of "Field and Stream."

- 31180—"DREADFUL DECOR" LOUNGE FURNISHINGS . \$679 PER SET



**BOTTLED FLOOR GOOK** can pay off handsomely for you when you spread this sticky stuff around so your customers' soles stick to your theater floor. Talk to the shoemaker in your area about bribing you to use this slop, which forces patrons to prematurely wear out their soles and heels on the pavement outside your doors trying to scrape off the yucky gook.

- 20774—**SOLE OF THE MATTER THEATER FLOOR GOOK**.....\$5.95 PER GAL.

# A MAD LOOK AT AN



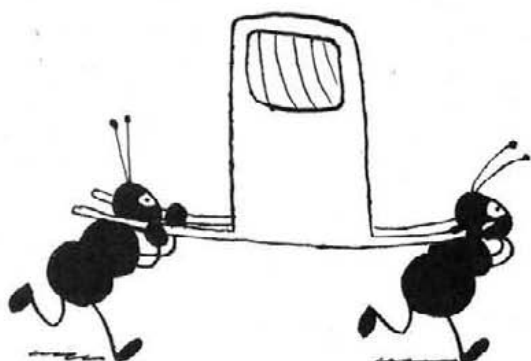
OCCUP-ANT



FLAMBOY-ANT



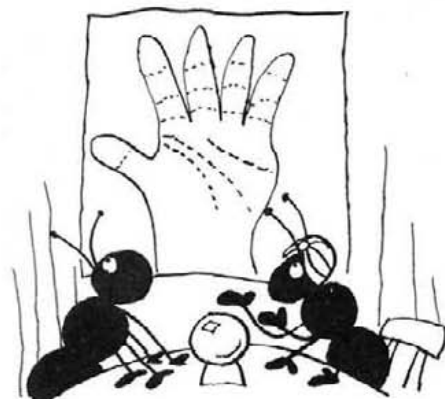
INF-ANT



IMPORT-ANT



CORRESPOND-ANT



CLAIRVOY-ANT



VAGR-ANT



TEN-ANTS

# TS

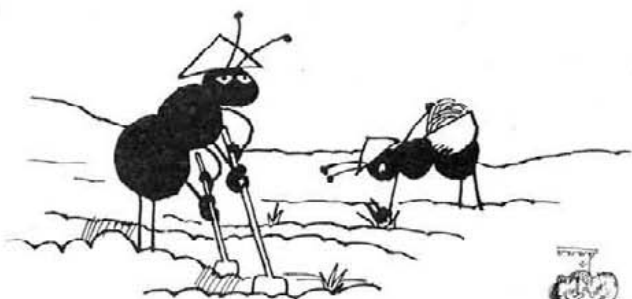
## GONG SHOW



**CONTEST-ANT**



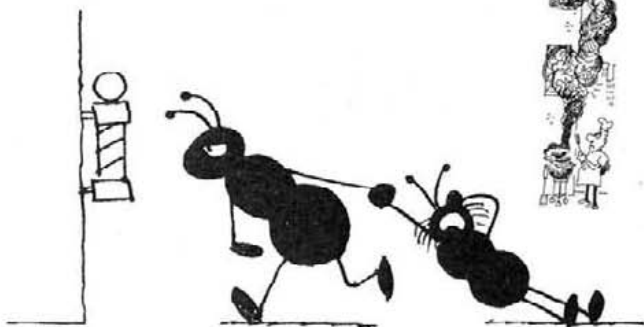
**IGNOR-ANT**



**PEAS-ANTS**



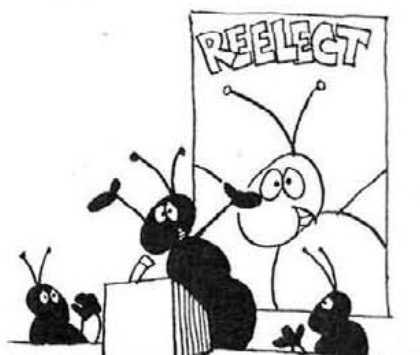
**DETErr-ANT**



**RELUCT-ANT**



**INFORM-ANT**



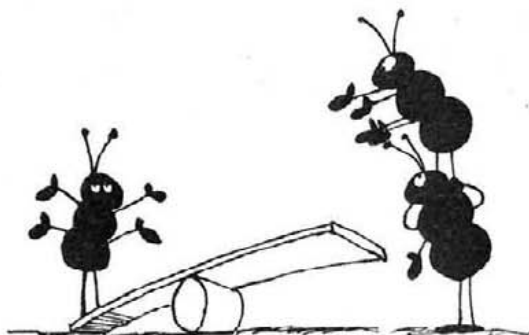
**INCUMB-ANT**



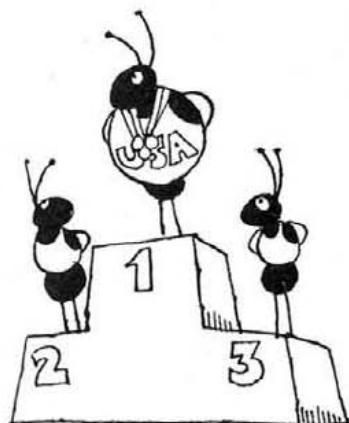
**MILIT-ANT**



**DISSID-ANT**



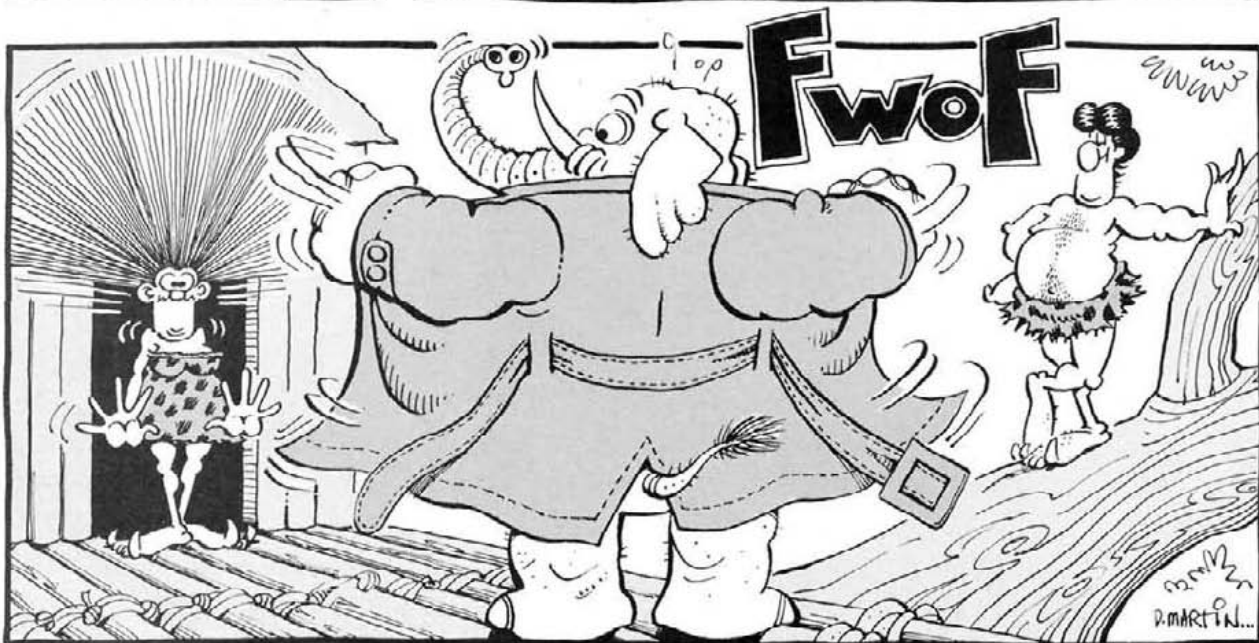
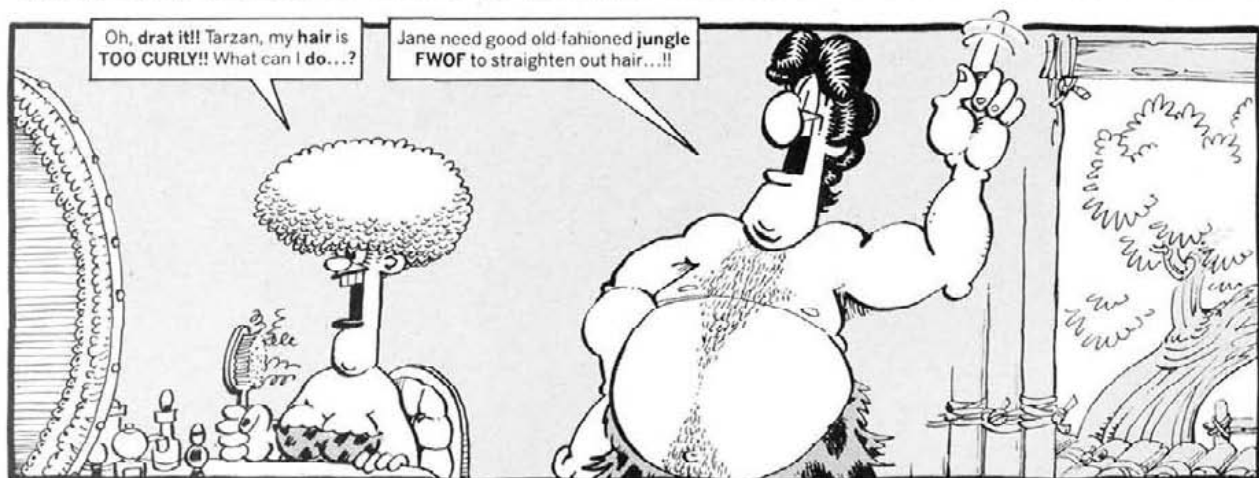
**FLIPP-ANT**



**TRIUMPH-ANT**



# ONE RIDICULOUS EVENING IN THE JUNGLE



A few years ago, Bob Newhart played the part of a bumbling husband with a sensible wife and some dopey friends. But you can't stand still in the TV Sitcom business! So Bob made a dramatic career change. Now, he's a bumbling husband with a sensible wife and some *new* dopey friends. In a mind-blowing change of format, one of the mildest, most ineffective psychologists in Chicago has now become one of the mildest, most ineffective innkeepers in Vermont! Yes, it's a new series! But it's a...

# Not-So-New-Hart

ARTIST: ANGELO TORRES WRITER: ARNIE KOGEN









Now... what is it you wanted to talk to me about?

Well, I'm having a problem with those kitchen repairs! I must've got some WIRES CROSSED!!

What kind of wires?

I accidentally hooked up the electrical connection from the kitchen stove to the bathroom water pump!

What does that mean?

Let me put it this way...! You've got the only OVEN in Vermont that FLUSHES itself clean!

BETSY AND BARNEY ROSS

BUTTON DOWN MIND

MONKEY MONEY WEEDON

Gorge Nutley, you're the silliest, most inept Care-taker in all of Vermont! I ask you to fix the oven... you can't do it! I ask you to repair the boiler... you can't do it! I don't know why I keep you here!!

Because you need a PRO to throw you a straight line... and I can do that!!

Okay! Stick around for a while...!

In the meantime, why don't you do something "New England-ish"?

Like WHAT...??

Like go out and gather the sap from a tree!!

Here he is... QUIRK, the sappy, wacky next-door neighbor...!!

I gotta tell you, being here with THIS group doesn't COMPARE in excitement to where I just spent the weekend!

Where was that...??

In Montpelier!! For the "Cheese Whiz Festival"!

Quirk, what in heck are you doing?

I'm rubbing mayonnaise in my hair!

You're rubbing mayonnaise in your hair?

Uh-huh...!

Why are you rubbing mayonnaise in your hair...??

Because I'm silly! That's what I do! Why are you always repeating things?

Because that's what I do...!!

Terrific! Just as long as we know our respective ROLES on this show!!

I dusted the porcelain and polished the pewter. Ma'am!

No, but I preserved some jams and some jellies, and lit all the kerosene lamps!

I don't get it! Where's the humor in that exchange of dialogue?

There isn't any! But we figure... if we can't be funny, at least we can be "colonial"!

Did you clean the crock pots and bake us a mince pie?

Loosely, I think I'm falling in LOVE with you...!

Forget it, Quirk...! I'm really not interested!!

You DO! Why??

I'm TURNED ON by stupidity!!



Duck... I've just been going over our books!

And...??

Our Inn is going bankrupt...!?

I just said that! Now is NOT the time to start REPEATING yourself...!

REPEATING myself...?!



Joyanna, are you sure we have no CASH FLOW?!!

It's all here, Duck! See...?!! We're IN THE BROWN!

Don't you mean... "IN THE RED"...?!

We can't afford the RED INK! That's MAPLE SYRUP!!



I just can't believe we're bankrupt!!

Dear... we've ONLY averaged ONE GUEST every FOUR WEEKS!! And that's during the peak tourist season!

But don't we have any other source of income?!

Only what YOU earn as a FREE LANCE WRITER!!

Good Lord...! We really ARE bankrupt!



We hear you guys are in big trouble!

Duck and Joyanna... we've come to help you! We want you to know that whatever WE have is YOURS!

That's very generous of you, Gorge! What do you have...?

I've saved a sack of nine—maybe ten Susan B. Anthony dollars!

And I own stock in a chain of Vermont Surfing Schools! It's yours!

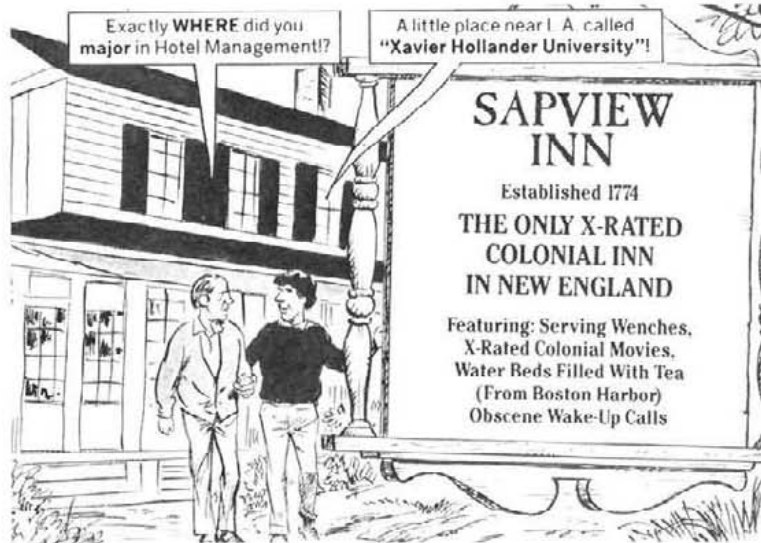


Look, we don't want your money and your stock! What we need to save the Inn is to make this place into a really hot tourist attraction!

Right!! We need a tie-in with some historical figure from the American Revolution!!

I've got just the thing!! How about if we hang THIS outside???







Ezra Rutledge  
... President  
of the "Flat  
Earth Society"!

Jonathan Crowley  
... Chairman of  
the "Man Will  
Never Fly Club"!

...and Amanda Wiggins  
... Secretary of the  
"Keep Calvin Coolidge's  
Philosophy Alive League"!

You're gonna  
**BURN**, Duck!  
You're gonna  
**BURN**...!!

Thanks for  
bailing  
me out,  
Gorge!

I **KNEW** those Susan B. Anthony  
dollars would come in handy  
someday! That's the only money  
those people understand...!!



Honey...  
Vermont is  
not for us!  
I've decided  
to give up  
the Inn!

But  
what  
will  
you  
do?

I don't know! I'm  
certainly not a whiz  
at Innkeeping or  
Writing! There must  
be **SOMETHING** that  
I'm good at...!

Duck, I feel awful!  
I have such terrible  
guilt feelings about  
all the gags I've  
pulled on you...!!

It's **not** your  
fault, Quirk!  
But perhaps  
you should "get  
**in touch**" with  
those feelings!

I gotta confess some-  
thing, too! I haven't  
**worked hard** for you  
as a Caretaker because  
I... I fear success!!

Hmmm! Obviously,  
Gorge, you are  
using laziness  
and stupidity  
as "Defense  
Mechanisms"!!



You guys **can't** leave!  
You've been like a  
substitute Mother and  
Father to me! Actually,  
you've been **BETTER**  
than my own folks!!

Loosely,  
you had  
problems  
with your  
parents?

Yeah...  
sort of!!  
  
You want  
to **TALK**  
about it?

Oh-oh! I think I  
know what he's  
going to do...!!

Emily... wanna bring us  
a pot of coffee...??

...and I think  
**MY** problems are  
just **BEGINNING**!!





**WHAT  
DREADED  
ERUPTION  
WILL  
DEVASTATE  
MILLIONS  
IN 1984?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every year, countless natural eruptions occur, terrifying helpless people all over the world. But one eruption is dreaded more than any other, and is almost certain to devastate millions in 1984. To find out what it is, fold in the page.



**FOLD PAGE OVER LIKE THIS!**

**A)**

**FOLD THIS SECTION OVER LEFT**

**B) FOLD BACK SO "A" MEETS "B"**



ARTIST & WRITER:  
AL JAFFEE

**THERE ARE PEOPLE WHOSE MISERABLE LIVES ALWAYS  
TEETER ON THE BRINK OF DISASTER. WHILE SOME MANAGE  
TO ESCAPE HARM, OTHERS SEEM TO BE CONSTANTLY  
ZAPPED BY A CRUEL FATE... AND THEY NEVER MAKE IT!**

**A)**

**B)**



